

LIQUID CRYSTAL DISPLAY DEVICE, LIQUID CRYSTAL CONTROLLER AND
VIDEO SIGNAL TRANSMISSION METHOD

ABSTRACT OF THE DISCLOSURE

5 It is one object of the present invention to reduce the number of inputs to an LCD driver and to reduce manufacturing costs by employing the COG&WOA technique.

For a liquid crystal display device, source driver ICs 20, among which video signals are transmitted and distributed via a video I/F 3, are cascade-connected, and the
10 connection lines to the source driver ICs 20 are reduced as much as possible to employ the COG&WOA technique. That is, a liquid crystal display device comprises: a liquid crystal cell 2, which forms an image display area on a substrate, and a source driver 7, which applies a voltage to the liquid crystal cell 2 based on a video signal input via a video I/F 3. The source driver 7 includes a plurality of source driver ICs 20 that are
15 mounted on the same substrate as the liquid crystal cell 2 and that are cascade-connected by signal lines.

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